

DUPLICATE

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Greer Margolis Mitchell Burns
Attention: Accounts Payable
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
966435-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR PRESIDENT	2174

Flight Dates	Order #	Alt Order #
10/23/12 - 10/29/12	966435	06390623

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/23/12	10/29/12	M-SUN WPBF News 25 @ 11-11:35PM		MTWTF--	:30	3	\$1,000.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/23/12	10/29/12	MTWTF--		3		\$1,000.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	10/24/12	11:32 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	OFA-12-Z-151H	\$1,000.00 NM
3	WPBF	Th	10/25/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	OFA-12-Z-151H	\$1,000.00 NM
2	10/23/12	10/29/12	WPBF News 25 @ Noon	12pm-1230pm	MTWTF--	:30	2	\$350.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/23/12	10/29/12	MTWTF--		2		\$350.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	10/24/12	12:30 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	OFA-12-G-155H	\$350.00 NM
3	10/23/12	10/29/12	Dr. Oz	4-5p	MTWTF--	:30	2	\$500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/23/12	10/29/12	MTWTF--		2		\$500.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/23/12	4:13 PM	Dr. Oz	4-5p	:30	OFA-12-G-155H	\$500.00 NM
4	10/23/12	10/29/12	WPBF News 25 @ 5am	5-530am	MTWTF--	:30	2	\$220.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/23/12	10/29/12	MTWTF--		2		\$220.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	10/24/12	5:13 AM	WPBF News 25 @ 5am	5-530am	:30	OFA-12-G-155H	\$220.00 NM
5	10/23/12	10/29/12	M-F 5pm News	5-6pm	MTWTF--	:30	2	\$450.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/23/12	10/29/12	MTWTF--		2		\$450.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	10/25/12	5:14 PM	M-F 5pm News	5-6pm	:30	OFA-12-G-155H	\$450.00 NM
1	WPBF	F	10/26/12	5:54 PM	M-F 5pm News	5-6pm	:30	OFA-12-G-182H	\$450.00 NM
6	10/23/12	10/29/12	WPBF News 25 @ 6:00PM	6-6:30PM	MTWTF--	:30	2	\$1,050.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	10/23/12	10/29/12	MTWTF--		2		\$1,050.00		

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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Obama/D/President	OBAMA FOR PRESIDENT	2174	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/23/12	10/29/12	WPBF News 25 @ 6:00PM	6-6:30PM	MTWTF--	:30	2	\$1,050.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/24/12 6:15 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 OFA-12-Z-151H \$1,050.00 NM									
7	10/23/12	10/29/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/23/12 10/29/12 MTWTF-- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 10/24/12 6:09 AM WPBF News 25 Mornings 6-7AM :30 OFA-12-G-155H \$275.00 NM									
1 WPBF F 10/26/12 6:14 AM WPBF News 25 Mornings 6-7AM :30 OFA-12-G-182H \$275.00 NM									
8	10/23/12	10/29/12	Wheel Of Fortune	7-7:30PM	MTWTF--	:30	1	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/23/12 10/29/12 MTWTF-- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/24/12 7:11 PM Wheel Of Fortune 7-7:30PM :30 OFA-12-G-155H \$1,600.00 NM									
9	10/23/12	10/29/12	Good Morning America	7-9AM	MTWTF--	:30	2	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/23/12 10/29/12 MTWTF-- 2 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 10/24/12 8:44 AM Good Morning America 7-9AM :30 OFA-12-G-172H \$550.00 NM									
10	10/27/12	10/27/12	GMA Saturday 7-8am	Sat 7am-8am	-----1-	:30	1	\$650.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 -----1- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/27/12 7:54 AM GMA Saturday 7-8am Sat 7am-8am :30 OFA-12-G-172H \$650.00 NM									
11	10/27/12	10/27/12	Sat Prime College Footba	8-1130pm	-----1-	:30	1	\$1,175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 -----1- 1 \$1,175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/27/12 8:05 PM Sat Prime College Football 8-1130pm :30 OFA-12-G-184H \$1,175.00 NM									
12	10/27/12	10/27/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 -----1- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/27/12 8:28 AM Sat 8-9am News Sat 8-9am :30 OFA-12-G-182H \$450.00 NM									
13	10/28/12	10/28/12	Sun 11:35pm Late News	1135p-12am	-----1	:30	1	\$600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 -----1 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 10/28/12 11:59 PM Sun 11:35pm Late News 1135p-12am :30 OFA-12-G-182H \$600.00 NM									
14	10/28/12	10/28/12	Sun 630pm News	630-7pm	-----1	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 -----1 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 10/28/12 6:51 PM Sun 630pm News 630-7pm :30 OFA-12-G-182H \$800.00 NM									

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966435-1	10/28/12	October 2012	10/01/12 - 10/28/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Obama/D/President	OBAMA FOR PRESIDENT	2174	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/28/12	10/28/12	Sun 630pm News Class of Time - Fixed Non Pre-emptible	630-7pm	-----1	:30	1	\$800.00	NM
15	10/28/12	10/28/12	GMA Sunday 7-8am Class of Time - Fixed Non Pre-emptible	Sun 7-8am	-----1	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/28/12 7:54 AM GMA Sunday 7-8am Sun 7-8am :30 OFA-12-G-184H \$650.00 NM									
16	10/28/12	10/28/12	REVENGE Class of Time - Fixed Non Pre-emptible	9-10PM	-----1	:30	1	\$4,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$4,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/28/12 9:19 PM REVENGE 9-10PM :30 OFA-12-G-184H \$4,350.00 NM									
17	10/25/12	10/25/12	Thur ABC Prime B Class of Time - Fixed Non Pre-emptible	9-10PM	---T---	:30	1	\$7,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$7,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 10/25/12 9:43 PM Thur ABC Prime B 9-10PM :30 OFA-12-G-155H \$7,200.00 NM									
18	10/25/12	10/26/12	M-F 5pm News Class of Time - Pre-emptible with notice	5-6pm	---TF--	:30	2	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---TF-- 2 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 10/25/12 5:53 PM M-F 5pm News 5-6pm :30 OFA-12-Z-151H \$450.00 NM 2 WPBF F 10/26/12 5:12 PM M-F 5pm News 5-6pm :30 OFA-12-G-184H \$450.00 NM									
19	10/25/12	10/26/12	GENERAL HOSPITAL Class of Time - Pre-emptible with notice	GENERAL HOSPIT	---TF--	:30	2	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---TF-- 2 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Th 10/25/12 2:59 PM GENERAL HOSPITAL GENERAL HOSPIT :30 OFA-12-G-172H \$450.00 NM 1 WPBF F 10/26/12 2:25 PM GENERAL HOSPITAL GENERAL HOSPIT :30 OFA-12-G-172H \$450.00 NM									
Total Spots							24		

Payment Terms 30 Days

<u>Gross Total</u>	\$25,395.00
<u>Agency Commission</u>	\$3,809.25
<u>Net Amount Due</u>	\$21,585.75